



a Sysco company

Asian cuisine has long been a staple of American dining, but in recent years, its popularity has surged to new heights. From traditional dishes like sushi and stir-fry to more adventurous fare such as Korean BBQ and ramen, Asian food has captured the taste buds of millions across the country. A few of the biggest driving forces behind this include:

- Travel is more accessible; and even when it wasn't...
- Social media has made it easier to share food experiences
- A growing number of Asian immigrants have made the United States their home, increasing demand for authentic restaurants and availability of authentic ingredients

While European Imports has long carried an assortment of Asian products, you might be surprised to know it has grown more than 30% over the last two years! Below are a few of the Mega Trends included in Datassential's March 2024 Asian Cuisine Report and some of the products European Imports offers within each.

Drinks and Desserts: Bubble and milk teas are a huge growing trend. Many flavors from drinks and desserts are popping up across all areas of foodservice.

- The Possmei and Tropical Sunshine lines include everything you need for bubble tea: tea powders, boba, tapioca, and agar...even cups, lids and straws!
- Include Matcha Milk Jam in drinks and desserts alike —try a Matcha Latte or a Matcha Cheesecake!

Handhelds: Banh mi, katsu sando, and bao are the current leaders of innovation in the area. Sandwiches are always a safe form of experimentation for consumers.

- Just about any Asian or Asian fusion handheld can benefit from Kewpie Mayonnaise—creamy and rich, perfect for using on its own or as a base to an aioli. Or use Yuzu Mayonnaise to add a little citrus with the extremely popular Japanese fruit.
- Chi Mei Gwa Pao Buns have a soft, spongy, bread-like texture. After steaming them, fill with a variety of meats, vegetables, sauces and more! You can even use them for dessert.



Mash-Ups: Think kimchi fries, bulgogi topped nachos, Philly cheesesteak egg rolls and more. These merged dishes can make for more approachable, fun offerings.

Van Lang makes it easy with their Cuban Cigar,
 Philly Cheesesteak, and Reuben Spring Rolls!

Spicy Condiments: What comes after sriracha? Perhaps gochujang? Or any of the other spicy with a touch of sweet condiments from Asian cuisines. We have so many spicy condiments, we couldn't fit it all here — check out Page 8 to see a roundup of Asian hot sauces!

Sysco Employees and Customers:

To shop all items in this month's newsletter, click on the Sysco Shop icon.

Sysco | Shop

UNDER THE DOME

Jeff Babcock-Cheese, Dairy & Accourrement Category Manager

FOURTH GENERATION FARMSTEAD



Located in Modesto, California, Fiscalini has been a family dairy since 1914, and making artisanal cheese since 2020. Established by John Baptiste Fiscalini, the great-grandfather of the generation who runs the farm now, the dairy started with just 10 head of cow. Fiscalini then purchased another 30 from Wisconsin, riding back to California with the herd in their boxcar so he could care for them on the journey. Further generations have expanded the dairy to include a cheesemaking facility, committed to producing the best tasting, handcrafted cheeses in the world.

Fiscalini Farmstead is in the agricultural Central Valley of California, their family farm going back four generations. Siblings Brian and Laura now manage the business, bringing new ideas and innovations. The model of the farm is quite extraordinary and their story one of great pride:

"The desire for our operation to become completely sustainable is what led us to build a methane digester, which allows us to convert traditional waste products into renewable resources. Their digester produces enough electricity to power our facility and 300 neighboring homes. The investment in green technology is a natural extension of our devotion to give back to our community and future generations."

We've continued to expand with Fiscalini, from their original Old World Cheddar to their new and unique flavors of Craft Beer and Truffle Cheddars in both foodservice and retail ready packages. Help sustain these farm families and introduce these great cheeses on your menus or in your shops.



/25	
Craf	
Stocke	
726	
Craf	

7256243 Craft Ree

Craft Beer Cheddar 1/5 lb

7263741

Craft Beer Cheddar EW 8/6 oz Stocked IL, TX, VA and CA



7258993

Truffle Cheddar 1/5 lb Stocked IL, VA and CA; Non-stocked TX

7263747

Truffle Cheddar EW 8/6 oz

Stocked IL, VA and CA; Non-stocked TX



7019388	Old World Cheddar	1/7 lb
Stocked IL, VA and CA	Smoked Cheddar	1/5 lb
	A; Non-stocked TX	, 1 / E I I I
0950646 Stocked IL, TX, VA an	Farmhouse Cheddar	1/5 lb
7144789	Purple Moon	8/6 oz
Stocked IL, TX, VA an 8567560	San Joaquin Gold 1/4	1/7 lb
Stocked IL. VA and C	•	=, :







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WILD AND UNIQUE FOODS

Ryan LaMere-Premium Protein Category Manager

PERFECT TRIO



Three generations of family tradition and Italian heritage that has delighted the most demanding European consumers for three generations arrive in the United States in 2014. It was Maestri's dream to offer American consumers the best selection of authentic European deli meats, and that dream has come to fruition. Originating in Parma, Italy, Maestri moved its way across Europe to find the finest, most carefully-selected deli meat specialties. Imported directly from the regions of origin, these meats are then sliced freshly in their state-of-the-art facility in the United States, offering authenticity and freshness.

IMPORTED ITALIAN ANTIPASTO KIT

While an extremely popular and increasingly common menu item in restaurants, antipasto or charcuterie boards come with their challenges: slicer maintenance, labor, skill to know to slice the meats thinly while keeping waste to a minimum, and how to care for the whole muscle and salumi to keep quality as high as possible. This is not even to mention the investment and walk-in space to store multiple cuts. These are the reasons we knew we had to introduce a premium tier, imported, pre-sliced and 100% usable 12oz Antipasto tray.



7298614 Italian Antipasto Kit

5/12 oz

Stocked IL, VA and CA; Non-stocked TX





The assortment in the tray — Prosciutto, Soppressata, and Coppa — are cured slowly in Italy with Italian raw ingredients, then imported to the US and sliced from whole pieces in New Jersey. This gives us long life in the tray, while preserving the true Italian flavor.

Packed 5/12oz, this small case gives you consistent portioning and pricing whether an individual portion, or platter for catering, and allows you to offer a high-quality menu item that you can just plate, garnish and send out of the kitchen for hungry guests.

The trays also have UPC codes for retailers to offer to their customers for a bit of *la dolce vita* at home! Mangia!

SPECIALTY GROCERY

Ryan LaMere-Asian, Prepared Food & Beverage Category Manager

SUMMER IS COMING!



Restaurantware serves foodservice professionals across the globe with more than 10,000 cutting-edge, sustainable products. Their mission is to empower chefs and operators to enhance their culinary presentations and elevate the perceived value of their services while minimizing their environmental impact.

Summer will be here before we know it! With the warmth of spring, patios are opening and seasonal drinks are flowing. Whether it be cocktails or mocktails, drinks just taste better with a festive umbrella or a skewered garnish. See some of our favorite beverage accessories below.

7252274 Umbrella Parasol Picks 1/1000 ct
Stocked IL and VA; Non-stocked TX and CA





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7252252	
Curly Bamboo Skewers	1/1000 ct
Stocked IL and VA; Non-stocked TX and CA	
1440229	
Skewer Knot 4"	1/1000 ct
Stocked IL, TX, VA and CA	
1319864	
Skewer Knot 6"	1/1000 ct
Stocked IL, TX, VA and CA	
1569652	

Skewer Brown Knot 4"
Stocked IL, TX, and VA; Non-stocked CA

Bamboo Loop Pick 3.5"





Restaurantware has all we need to make drinks look great, but they don't stop there! Check out some of their attractive and environmentally friendly forks, plates, cups and serve ware, perfect for dining al fresco.

7252278	Bamboo Chalkboard Picks	1/1000 ct	
Stocked IL and VA; Non-s			
7252277	Brass Top Skewers	1/1000 ct	
Stocked IL and VA; Non-	stocked TX and CA		
7252276	Copper Top Skewers	1/1000 ct	
Stocked IL and VA; Non-s	stocked TX and CA		
7252255	Kraft Paper Cone Holder	1/10 ct	
Stocked IL and VA; Non-s	stocked TX and CA	•	
7033051	Plate, Leaf Rectangle	1/100 ct	
Stocked IL and VA; Non-s	stocked TX and CA		
7033161	Plate, Palm/Leaf 4" Sq	1/100 ct	
Stocked IL and VA; Non-s	stocked TX and CA	•	
2284996	Bamboo Boat, Small	1/200 ct	
Stocked IL and VA; Non-s	stocked TX	-	
2285035	Bamboo Boat, Med	1/200 ct	
Stocked IL and VA; Non-stocked TX			
2293714	Bamboo Cone, Med	1/200 ct	
Stocked IL and VA; Non-s	stocked TX and CA		
1682520	Bamboo Mini Fork	1/100 ct	
Stocked IL, TX, and VA; N	Ion-stocked CA		
3849736	Bamboo Canoe, Small	1/100 ct	
Stocked IL and VA; Non-s	stocked TX and CA	-	





1682618

Stocked IL, TX, VA and CA

1/1000 ct

1/1000 ct

SPECIALTY GROCERY

Tessa Brueckner-Grocery Category Manager

INTRODUCING TESSA BRUECKNER

Although she was always very good at eating, Tessa did not come to hospitality until college when she became a restaurant hostess in downtown Chicago. She eventually moved into a server position and worked in multiple upscale establishments across the city. The exposure to creative cuisine, hustle of the kitchen, and passion for service sparked a lasting love of hospitality.



Tessa has always had a hand in the hospitality industry. She began her foodservice career at Sysco Chicago in 2014 in the Marketing Associate role. She found success working in the downtown Chicago region focusing on a diverse customer base. The exposure to manufacturing, fine dining, and casual establishments gave her a well rounded view on the application for specialty ingredi-

ents in all facets of foodservice. She achieved the Torchbearer Award three times in her tenure at Sysco Chicago and was a mentor to new associates.

In 2020, when COVID-19 caused unprecedented difficulties for the hospitality industry, Tessa took the initiative to enroll in a Master of Science in Supply Chain and Operations Management Program at University of Illinois-Chicago. Her hope was to bring a new, data-driven perspective to foodservice distribution sales. She finished her degree in 2022 while working full-time at Sysco Chicago. The need to combine passion for efficiency and specialty foods made the European Imports Grocery Category Manager role the perfect next step in Tessa's career.

Tessa's Favorite Product Selections:



This truffle hot sauce from Tartufi Jimmy combines the warmth of a hot sauce with the fragrant, rich flavor of truffle, providing familiar heat without sacrificing flavor. The perfect accompaniment for bar and grill staples. Fries, pizza, custom sauces, and dressings all step up a notch in flavor and specialty with this sauce.

7249737 Truffle Hot Sauce

12/3.3 oz

Stocked IL, VA and CA; Non-stocked TX



Who doesn't love a unique presentation paired with a quality ingredient? These Balsamic Pearls from Tuono supply a racy acidity with a truly unique presentation. The "caviar" style of the balsamic enhances the look and mouth feel of any application traditional balsamic can be used.





With the popularity of the Mediterranean Diet, olives are at the forefront of many minds. This pitted olive mix from Cucina Viva presents a vivid display while packing a lot of flavor into a little bite. With patio season rolling around, they're the perfect happy hour snack.

7133906 Italian Olive Mix, Pitted 6/10.15 oz Stocked IL, VA; Non-stocked TX and CA 6/10.15 oz

Maldon Sea Salt is a staple in my household. Any time I want to enhance the flavor of a dish, a little goes a long way. Crusty bread topped with European butter, radish, and a pinch of Maldon Sea Salt is perfect on busy afternoons. I used to carry a small container of the smoked salt in my bag for emergencies! It really is the universal cure for any dish that needs that something special.

1220090	Smoked Sea Salt	12/4.4 oz
Stocked IL, TX, and VA		
1012562	Sea Salt Crystals	12/8.5 oz
Stocked IL, TX, VA and O	CA 🦳 🚱 🙆 🧭	







FOR THE PASTRY CHEF

Pastry Category

FRENCH TRADITION WITH A CREATIVE TOUCH

Traiteur де Paris

Traiteur de Paris is a French manufacturer of frozen desserts and savory sides. All products are fully-baked, ready to thaw and serve. Their mission has always been to honor excellence in the culinary arts, and with this in mind, their chefs have developed a range of products designed specifically for professionals and made in the finest French pastry-making tradition—but with a uniquely creative touch.

It all started in 1995 in Paris when a young entrepreneur, Denis Pinault, met renowned Pastry Chef, Yann Le Moal. A year later, they created a catering kitchen, and the business grew. Over 25 years later, Traiteur de Paris is a family business supporting professionals in the restaurant industry throughout the world by producing high-quality desserts and catering products.

Today the company has three production facilities located in France, so all of their products are 100% made in France and each creation meets the Traiteur de Paris signature commitments:

- Premium quality ingredients
- Rainforest alliance certified chocolate
- Eggs from free range chickens
- Non-GMO ingredients
- No palm-oil
- No artificial colors or flavors
- No preservatives



New! Four mini dessert cups inspired by pastry desserts: Panna Cotta, Chocolate Chantilly, Vanilla Caramel, and Mango Passion. The mini cups themselves are made of 100% recyclable plastic.

7302740 **Mini Cup Gourmet Collection** 36/1.06 oz Stocked IL, TX, VA, and CA



New! An individual sized chocolate dessert for all chocolate lovers. A dark chocolate ganache (72% cocoa), chocolate mousse (58% cocoa) and crispy meringue center which perfectly contrasts the melting texture of the chocolate.

7207660 **Chocolate Truffon** Stocked IL, TX, VA, and CA

16/3 oz

Four different flavors of mini cheesecakes: Lemon, Raspberry, Chocolate, and Salted Butter Caramel. These mini cheesecakes are lighter and feature an almond crumble and a cream cheese made with fromage frais and eggs.

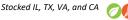
Mini Cheesecake Asst 3/48/0.42 oz 7265126 Stocked IL, TX, VA, and CA



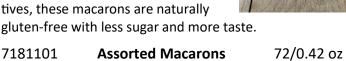
An individual size fruit dessert for your dessert menu, perfect for summer menus. Made with gourmet Genoise, vanilla-flavored mousse, and raspberry pieces, this traditional French dessert is topped with raspberries, blackber-

ries, red currants and black currants.

7203810 **Red Fruits Charlotte** 16/2.82 oz



Assorted tray of six top-selling flavors: chocolate, vanilla, raspberry, lemon, pistachio, salted caramel. Made in France with premium ingredients and no artificial flavors, colors, or preservatives, these macarons are naturally





7181101

Stocked IL, TX, VA, and CA

An individually portioned side. Made with only high-quality ingredients: French Potatoes, Emmental cheese, free-range eggs, white summer truffles, 1%, milk, and cream. Ideal for

catering. It pairs perfectly with white fish, poultry, or a nice piece of beef.

7175440 White Truffle Potato Gratin 20/3.53 oz Stocked IL, TX, VA, and CA

INDUSTRY TRENDS

Retail & Foodservice

GLOBAL CONCEPTS, BOLD FLAVORS AMONG TOP RESTAURANT TRENDS



International culinary trends continue to gain traction on U.S. foodservice menus, according to a Technomic Ignite Special Analysis report of menu fads.

The report also shed light on shifting consumer preferences around the foods consumer crave at restaurants and included operator predictions for some emerging menu trends.

The trend toward global influence can be seen in the growth of poke, ramen, and Korean-food chains. Poke restaurant concepts, numbered 266 locations in 2022, up from just six in 2014. Ramen concepts grew almost as fast, totaling 108 in 2022, vs. 21 in 2014, and Korean restaurants totaled 221, compared with 51 in 2014.

Other operators focused on global cuisines have also seen unit growth since 2014, including Greek (up 133 percent vs. 2014), Filipino (up 97 percent), and Middle Eastern restaurants (up 64 percent).

In addition, operators surveyed said they expected Mexican dishes to be among the fastest-growing menu items in the next two years. These include birria (seen growing 183 percent) and chiles toreados (projected to increase 124 percent), as well as Mexican spirits, including mezcal (seen rising 136 percent) and sotol (expected to increase 110 percent).

GLOBAL AND REGIONAL CALLOUTS

Global and regional callouts are also predicted to be among the fastest-growing menu descriptors during the coming two years, according to the Technomic research. These include terms often associated with BBQ, pizza, and some global cuisines from the Middle East.

Growth expectations over the next two years:

Kansas City-style: +150%
Alabama-style: +144%
Detroit-style: +124%

Israeli: +124%

• Saudi Arabian: +110%

Sauces and condiments are also on the list of the projected fastest-growing items in a survey of operators in the fourth quarter of 2023.

Among the leaders over the next two years are:

• "Sweet heat" options: +135%

Honey Sriracha: +111%

Korean Gochujang: 111%

 Halian Zaharlian ang sayang 1157

Italian Zabaglione sauce: +157%

The results showcase the increasing opportunity for flavor differentiation through sauces, Technomic concluded.

Similarly, bold flavors have also continued to grow on restaurant menus.

Although menu appearances of the term "chipotle" remains the most common of the hot/spicy flavor trends, both sriracha and habanero, up 71 percent and 45 percent, respectively, in the last 10 years, continue to grow in menu prevalence. "Hot honey" and "Nashville hot," although they lack the penetration of sriracha and habanero, increased in popularity during the pandemic and continue to expand as descriptors on menus, the Technomic research found.

COOKIES, DONUTS, CHICKEN ON THE RISE

When it comes to sweet snacking, cookies and donuts are on the upswing, while ice cream, gelato, frozen yogurt, and milkshakes are all trending downward, according to the Technomic research.

Chicken, meanwhile, has become one of the most-craved menu items across several different restaurant segments.

Baked goods also rose in popularity, reaching 11 percent of consumers who cited these items as crave-able in 2023, vs. 8.9 percent in 2019. Pizza, burgers, and ice cream/yogurt were all cited as being craved less by consumers in 2023, compared with 2019.

HEATH CLAIMS REMAIN IMPORTANT

Consumers place more importance on the availability of healthy options on a restaurant's menu than serving natural, organic, or sustainable items when choosing where to dine, according to Technomic research.

Top health claims: Dairy-Free (2.4%), Vegan (11.3%), Gluten Free (11.8%), Plant-Based (31.6%), and Vegetarian (34.8%).

Source: Specialty Food Association

TURN UP THE HEAT!

It may be getting warmer out, but some customers still like to add heat to nearly everything. Hot sauces are not new, but new varieties pop up often and are becoming increasingly popular on everything from basic fries and pizza, to eggs, and even more recently in drinks and desserts. There are no limits to the applications. Below are a few of the hot sauces available through European Imports.



An Asian blend of pepper and other spices — great for stir fry, noodles, and exotic recipes. Known for it's pure chili flavor, this thick chili spread gives a wonderful punch of heat.

7253707

Pride O' Thai Sambal Oelek
4/1 gal
Stocked IL, TX, VA, and CA



An Asian blend of pepper and other spices. Similar to Sambal Oelek, but with an added garlic to switch up the flavor. Not as sweet as some sauces.

7253704 Pride O' Thai Chili Garlic Sauce 4/1 gal



Prefer the thinner sriracha chili sauce? This goes great with just about everything these days. Leave a bottle on the table for the end user, put a bottle behind the bar, or add packets to to-go orders.



5129147 Roland Sriracha Chili Sauce 12/28 Oz Stocked IL, TX, VA, and CA

7257721 Scove Sriracha Sachet 400/0.18 oz Stocked IL, TX, VA, and CA



Want to heat things up slightly, but not looking to use peppers to do so? Burgers, hot or cold meats, sandwiches, sausages, salads, sauces — all can have a touch of heat added by using the right mustard. Your chefs will find so many uses for this versatile ingredient.

7237307 Le Chic Dijon Mustard Traditional 2/9.3 lb Stocked IL, TX, VA, and CA 7872 Society Color Color





















European Imports, Inc. 600 E. Brook Dr. Arlington Hts., Illinois 60005







Phone: 800.323.3464 Fax: 847-631-6001 Website: www.eiltd.com

WHAT'S NEW?

HUNGRY FOR MORE?

HERE'S WHAT'S NEW AT EUROPEAN IMPORTS THIS MONTH. GET A FIRST LOOK AT OUR EXCITING NEW ITEMS!



7276127 Central Coast Creamery Faultline 1/10 lb

Stocked IL, TX, VA and CA



7276057 Central Coast Creamery Goat Gouda 1/10 lb Stocked IL, TX, VA and CA



7278196
Central Coast Creamery
Holey Cow
1/10 lb
Stocked IL, TX, VA and CA



Central Coast Creamery
Seascape
1/10 lb
Stocked IL, TX, VA and CA



7301150

Delifrance
Almond Croissant
4/12 ct
Stocked IL, TX, VA and CA



7302740 Traiteur de Paris Gourmet Mini Cups 1/36 ct Stocked IL, TX, VA and CA



7296513
Natural Blonde
Golden Bloody Mary Mix
12/750 ml
Stocked IL, TX, VA and CA



Natural Blonde
Spicy Bloody Mary Mix
12/750 ml
Stocked IL, and VA; Non-Stock TX and CA



7298614

Maestri

Antispasto Classico
5/12 oz

Stocked IL, VA, and CA; Non-Stock TX



7302768
Rustic Bakery
Rosemary
Flatbread Bites
12/4 oz
Stocked IL, TX, VA and CA



7302766
Rustic Bakery
Olive Oil & Sel Gris
Flatbread Bites
12/4 oz
Stocked IL, TX, VA and CA



7302053 Rustic Bakery Everything Spice Flatbread Bites 12/4 oz Stocked IL, TX, VA and CA



7300357

Valbrie

Traditioanl Brie 60%

1/6.6 lb

Stocked IL, TX, VA and CA



7297989
Whitechapel
Stripey Jack
2/3.3 lb
Stocked IL, TX, VA and CA



7299048

Pasture Perfect

Ground Lamb Slider
80/0.125 lb

Stocked IL, TX, VA and CA



7299049

Pasture Perfect

Ground Lamb Patty
30/0.375 lb

Stocked IL, TX, VA and CA



7303141 Voyage-Marche Guindilla Peppers 6/29 Oz Stocked IL, VA and CA; Non-Stock TX



7303846
Pilot
Lamb—Top sirloin
Cap On
32/12 oz
Stocked IL



7297834

Van Lang

Bacon Wrapped Shrimp

4/50 ct

Stocked IL, VA and CA; Non-Stock TX



7297461
Van Lang
Beef Wellington
4/50 ct
Stocked IL, TX, VA and CA



7297459
Van Lang
Cheesecake Lollipops
2/42 ct
Stocked IL, VA and CA; Non-Stock TX



7297460
Van Lang
Chicken Potsticker
4/50 ct
Stocked IL, VA and CA; Non-Stock TX



7297462
Van Lang
Herbed Chicken Kofta
Kabob
10/20 ct
Stocked IL, VA and CA; Non-Stock TX



7297466 Van Lang Supreme Crab Cake 3/40 ct Stocked IL, VA and CA; Non-Stock TX











7159779 0536631









3524782	Cel-Ray Soda	24/12 oz	0536631	Diet Black Cherry Soda	24/12 oz
7300227	Root Beer Soda	24/12 oz	7627854	Ginger Ale Soda	24/12 oz
7300289	Diet Root Beer Soda	24/12 oz	7300266	Cream Soda	24/12 oz
7159779	Black Cherry Soda	24/12 oz	7159781	Diet Cream Soda	24/12 oz

Stocked IL, VA and CA; Non-Stock TX

















7295620 Cashew Rosemary Crisps 12/5	.3 oz 7295629 B	Black Pepper W
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7295624 Cran/Pmpkin Seed Crisps 12/5.3 oz

Fig & Almond Crisps 12/5.3 oz

7295627 Variety Seeded Crackers 7/10.9 oz

Black Pepper Wafers 12/3.5 oz

Natural Wafers GF 12/3.5 oz

Natural Wafers 12/3.5 oz

Available in all Divisions



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